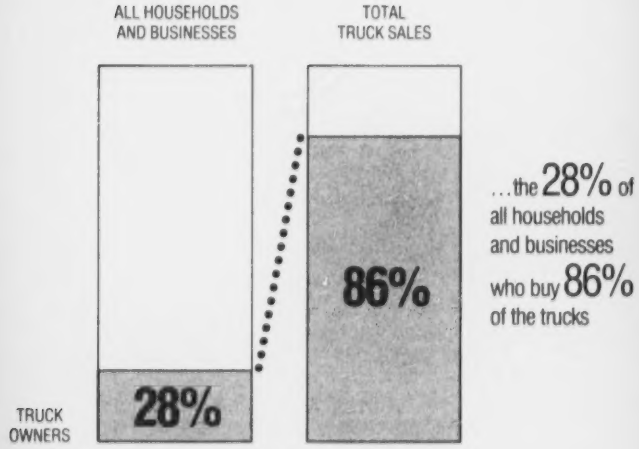
CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET..


ALL HOUSEHOLDS AND BUSINESSES
TOTAL TRUCK SALES
86%
28%
TRUCK OWNERS
...the 28% of all households and businesses who buy 86% of the trucks

Only POLK AUTOMOTIVE MAIL can do it

R·L·POLK & CO.

6400 Monroe Blvd. · Taylor, MI 48180

7/1/87 C7715-3A

APRIL
1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '87 VS '86	% IND	
	1987	1986		1987	1986
A.M.C.	2891	5472	52.83	.32	.60
(Alliance)	2465	3774	65.32	.27	.41
(Eagle)	426	728	58.52	.05	.08
CHRYSLER	27049	31962	84.63	3.02	3.53
(Laser)	751	2905	25.85	.08	.32
(Le Baron/GTS)	13508	15437	87.50	1.51	1.71
(E/MY/S PV)	11538	13820	84.71	1.29	1.50
DODGE	38409	41248	93.12	4.30	4.55
(Daytona)	2361	3684	64.09	.26	.41
(Omni/Shadow)	11437	6376	179.38	1.29	.70
(Aries)	9000	7973	112.88	1.01	.88
(Lancer)	2595	4614	56.24	.29	.51
(600)	3176	5984	53.07	.35	.66
(Diplomat)	917	2557	35.86	.10	.28
PLYMOUTH	33918	31393	108.04	3.79	3.46
(Horizn/Sundance)	12205	7133	171.11	1.36	.79
(Reliant)	10078	9861	102.20	1.13	1.08
(Caravelle)	3305	3869	85.42	.37	.43
(Gran Fury)	564	1361	41.44	.06	.15
CHRYSLER CORP.	99376	104603	95.00	11.11	11.54
FORD	130576	111111	117.52	14.59	12.26
(Escort)	34817	32721	108.41	3.89	3.61
(Mustang)	16947	15922	106.44	1.89	1.76
(Tempo)	23822	18351	129.81	2.66	2.02
(Taurus)	32472	17192	188.88	3.63	1.90
(LTD/Crn Vict)	12424	16541	75.11	1.39	1.83
(T'Bird)	10067	10345	97.31	1.13	1.14
LINCOLN	14998	13098	114.51	1.68	1.45
MERCURY	41847	41045	101.95	4.67	4.53
(Capri)	132	1139	11.59	.01	.13
(Topaz)	6858	4695	146.07	.77	.52
(Sable)	8849	8801	100.55	.98	.97
(Marq/Gr Marq)	10578	12060	87.69	1.18	1.32
(Cougar)	9689	8930	108.50	1.08	.99
LINC/MERC DIV.	57134	55341	103.78	6.42	6.11
FORD MOTOR CO.	188010	166452	112.95	21.01	18.37
BUICK	49528	60420	81.97	5.54	6.67
(Skyhawk)	3503	6697	52.31	.39	.74
(Somerset/Skylrk)	7184	7447	96.20	.80	.82
(Century)	14450	18478	78.20	1.63	2.05
(Regal)	4938	5906	83.58	.55	.65
(Riviera)	1556	1368	113.74	.17	.15
CADILLAC	20386	23950	85.12	2.28	2.64
(Allante)	207	-	-	.02	-
(Cimarron)	1232	2057	59.89	.14	.22
(Eldorado)	1854	1782	87.21	.17	.20
(Seville)	1562	1324	119.49	.18	.15
CHEVROLET	135864	147317	92.23	15.18	16.26
(Chevette)	2312	7667	30.16	.26	.85
(Celebrity)	31852	34128	93.33	3.55	3.77
(Corsica)	5336	-	-	.60	-
(Beretta)	8300	-	-	.70	-
(Cavalier)	28429	28996	98.04	3.18	3.20
(Camaro)	12957	17687	73.26	1.45	1.95
(Corvette)	2476	3527	70.17	.28	.39
(Monte Carlo)	5767	10156	56.77	.64	1.12
OLDSMOBILE	70408	86258	81.62	7.87	9.52
(Firenza)	1455	3396	42.84	.16	.37
(Calais)	9853	11066	89.04	1.10	1.22
(Cutlass Ciera)	24530	25139	97.58	2.75	2.78
(Cutlass)	10910	15148	72.02	1.22	1.67
(Toronado)	1533	1319	116.22	.17	.15
PONTIAC	65853	72425	90.93	7.36	7.99
(1000)	812	1905	42.62	.09	.21
(Sunbird)	8753	7349	119.10	.98	.81
(Grand Am)	20151	19382	103.97	2.25	2.14
(6000)	11517	13598	84.70	1.29	1.50
(Bonneville)	9120	3061	297.94	1.02	.34
(Firebird)	7797	9068	85.98	.87	1.00
(Fiero)	5059	5762	87.80	.57	.64
(Grand Prix)	1729	3024	57.18	.19	.33
GEN. MTRS. CORP.	342039	390370	87.62	38.23	43.08
Misc. Domestic	3	6	50.00	-	-
Other Import	262475	239368	109.65	29.33	26.41
U.S. TOTAL	894794	906271	98.73		

UNITED STATES SUMMARY
APRIL 1987 ISSUED 06/87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '88	% IND		YEAR END 1986
	1987	1988		1987	1988	
A.M.C.	10773	25402	42.41	.34	.73	72008
(Alliance)	9276	17312	53.58	.29	.50	49907
(Eagle)	1497	3143	47.63	.05	.09	7380
CHRYSLER	82838	110743	74.80	2.59	3.17	351741
(Laser)	3075	9235	33.30	.10	.26	28321
(Le Baron/GTS)	41899	55755	75.15	1.30	1.60	160600
(E/NY/5 AV)	34033	45753	74.38	1.07	1.31	160945
DODGE	142986	152863	93.54	4.47	4.39	510136
(Daytona)	6486	11849	54.74	.20	.34	36547
(Omni/Shadow)	43153	23582	182.99	1.35	.68	110505
(Aries)	36166	33484	108.01	1.13	.96	104734
(Lancer)	9533	17007	56.05	.30	.49	47900
(600)	12703	19305	67.19	.40	.54	61305
(Diplomat)	3896	8210	47.45	.12	.24	31810
PLYMOUTH	130893	127441	102.71	4.10	3.65	415701
(Horizn/Sundance)	48522	27039	179.45	1.53	.77	124754
(Reliant)	40022	46199	86.63	1.25	1.32	127969
(Caravelle)	12607	12766	98.75	.39	.37	38622
(Gran Fury)	2312	4517	51.18	.07	.13	15509
CHRYSLER CORP.	356717	391047	91.22	11.16	11.21	1277578
FORD	454609	434167	104.71	14.23	12.44	1364434
(Escort)	117313	132757	88.37	3.67	3.79	400695
(Mustang)	61113	54009	113.15	1.91	1.55	165854
(Tempo)	84525	88916	95.06	2.65	2.55	259895
(Taurus)	114830	47799	240.24	3.59	1.37	238610
(LTD/Crn Vict)	39494	62320	63.37	1.24	1.79	160333
(T'Bird)	37307	48102	77.56	1.17	1.38	138602
LINCOLN	50900	49701	102.41	1.59	1.42	169805
MERCURY	139235	152429	91.34	4.36	4.38	477874
(Capri)	682	3877	17.59	.02	.11	11850
(Topaz)	23199	20687	112.14	.73	.59	65498
(Sable)	30467	22913	132.97	.95	.66	91341
(Marq/Gr Marq)	36794	43517	84.55	1.15	1.26	130478
(Cougar)	30625	37683	81.27	.98	1.08	112818
LINC/MERC. DIV.	192175	206832	92.91	6.01	5.93	661787
FORD MOTOR CO.	646784	640999	100.90	20.24	18.37	2026221
BUICK	177740	234822	75.69	5.56	6.73	757328
(Skyhawk)	12051	21314	56.54	.38	.61	74172
(Somerset/Skylrk)	23712	36646	64.71	.74	1.05	112375
(Century)	51328	76334	67.24	1.60	2.19	236946
(Regal)	16008	27312	58.61	.50	.78	77962
(Riviera)	8236	5679	145.03	.26	.16	22937
CADILLAC	79595	94749	84.01	2.49	2.72	300090
(Allante)	322	-	-	.01	-	5
(Cimarron)	4239	6920	61.26	.13	.20	23592
(Eldorado)	5811	7336	79.21	.18	.22	24476
(Seville)	8127	4989	162.90	.26	.14	20641
CHEVROLET	483220	555397	87.00	15.13	15.91	1693234
(Chevette)	16579	25795	64.27	.52	.74	72454
(Celebrity)	119893	129486	92.61	3.77	3.71	397297
(Corsica)	12857	-	-	.40	-	1372
(Beretta)	14633	-	-	.46	-	1505
(Cavalier)	119148	135791	87.74	3.73	3.89	362780
(Camaro)	41991	53169	78.98	1.31	1.52	164283
(Corvette)	7820	11034	70.87	.24	.32	32581
(Monte Carlo)	19301	33315	57.93	.60	.95	111245
OLDSMOBILE	243698	336845	72.35	7.63	9.65	1044444
(Firenza)	5148	11893	43.29	.16	.34	34478
(Calais)	33128	35869	92.34	1.04	1.03	114295
(Cutlass Ciera)	85504	106678	80.15	2.68	3.05	323607
(Cutlass)	38228	71505	53.46	1.20	2.05	191138
(Toronado)	4942	4803	107.36	.15	.13	16239
PONTIAC	228228	269699	84.62	7.14	7.73	829650
(1000)	3740	7065	52.94	.12	.20	18142
(Sunbird)	29482	34227	86.14	.92	.98	103925
(Grand Am)	72336	63697	113.56	2.24	1.83	198509
(6000)	43304	55713	77.73	1.36	1.60	197601
(Bonneville)	29812	15146	195.51	.93	.43	49174
(Firebird)	24157	28776	83.95	.76	.82	93521
(Fiero)	16205	21839	74.20	.51	.63	67748
(Grand Prix)	6572	14611	44.98	.21	.42	37728
GEN. MTRS. CORP.	1212481	1491512	81.29	37.95	42.74	4624748
Misc. Domestic	5	32	15.63	-	-	77
Other Import	968520	940154	103.02	30.31	26.95	3139212
U.S. TOTAL	3195280	3489146	91.58			11139842

UNITED STATES SUMMARY

(Name Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '87 VS '88	% IND	
	1987		1987	1988		1987	1988
Chrysler	-	-	-	-	-	-	-
Dodge	51253	11.80	175810	137239	128.10	11.53	9.21
Plymouth	11268	2.60	34206	37446	91.35	2.24	2.51
Ford	127925	29.47	444690	412405	107.83	29.13	27.67
Chevrolet	97607	22.48	350309	397065	88.22	22.96	26.63
G.M.C.	30245	6.97	104814	109836	95.43	6.87	7.37
Hino	125	.03	460	197	233.50	.03	.01
International	5733	1.32	20696	20279	102.08	1.36	1.36
Iveco	148	.03	650	799	81.35	.04	.05
Jeep	16627	3.83	60950	59568	102.32	4.00	4.00
Mack/Midliner	2347	.54	7137	6865	103.96	.47	.48
Kenworth	1315	.30	4212	3493	120.58	.28	.23
Peterbilt	1105	.25	3154	3121	101.06	.21	.21
Daimler-Benz Corp.	2553	.59	8384	6417	130.65	.55	.43
Scania	6	-	41	14	292.86	-	-
Volvo White	1146	.26	3744	3717	100.73	.25	.25
Western Star	124	.03	404	389	103.86	.03	.03
Other Imports	84341	19.42	304578	290177	104.96	19.97	19.45
Miscellaneous Domestic	340	.08	1191	1779	66.95	.08	.12
U. S. Total	434208		1525430	1490806	102.32		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	129839	45971	-	-	-	-	-	-
Plymouth	34206	-	-	-	-	-	-	-
Ford	264562	164764	157	-	-	2823	8749	3835
Chevrolet	216706	121088	7970	141	78	1673	2525	120
G.M.C.	47798	40736	923	88	1572	1536	9140	3021
Hino	-	-	-	-	121	136	203	-
International	-	-	-	-	95	5238	8714	8849
Iveco	-	-	342	149	134	25	-	-
Jeep	56033	4917	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	646	904	5587
Kenworth	-	-	-	-	-	-	-	4212
Peterbilt	-	-	-	-	-	-	-	3154
Daimler-Benz Corp.	-	-	-	-	-	577	889	6918
Scania	-	-	-	-	-	-	-	41
Volvo White	-	-	-	-	-	-	523	3221
Western Star	-	-	-	-	-	-	-	404
Other Imports	300665	1458	1648	-	309	237	261	-
Miscellaneous Domestic	-	621	-	-	-	-	11	559
Total	1049809	379555	11040	378	2309	12891	29919	39529
1986 Total	1000507	396278	10680	462	979	14615	30731	36554
1987 vs '88	104.93	95.78	103.37	81.82	235.65	88.20	97.36	108.14

Manufacturers' Sales Records were used in compiling
Oklahoma in 1988.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	15283	.48	21352	.61
Chevrolet Spectrum	26696	.84	25942	.74
Chrysler Conquest	3831	.12	-	-
Dodge Colt	13750	.43	18126	.52
Dodge Colt Vista SW	5797	.18	5551	.16
Dodge Conquest	170	.01	980	.03
Ford Festiva	27	-	-	-
Plymouth Colt	12369	.39	16590	.48
Plymouth Colt Vista SW	5141	.16	5220	.15
Plymouth Conquest	117	-	931	.03
Pontiac LeMans	-	-	-	-
XR4 Markur	2040	.06	4702	.13
Scorpio	-	-	-	-
Tracer	1393	.04	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	86614	2.71	99374	2.85
OTHER IMPORTS				
BMW	26394	.83	28122	.81
Honda	193009	6.04	190512	5.46
Hyundai	78501	2.46	13915	.40
Mazda	55808	1.78	80712	2.31
Mercedes Benz	32360	1.01	31119	.89
Nissan	161414	5.05	171065	4.90
Subaru	47409	1.48	62926	1.80
Toyota	170250	5.33	165095	4.73
Volkswagen	48193	1.51	65674	1.88
Volvo	32347	1.01	34695	.99
Others	121835	3.81	98319	2.76
Total Other Imports	968520	30.31	940154	26.95
GRAND TOTAL ALL IMPORT CARS	1055134	33.02	1039528	29.79

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES(0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	23987	1.57	24426	1.64
Dodge RAIDER	5078	.33		
OTHER IMPORTS				
Isuzu	31549	2.07	29460	1.98
Mazda	41517	2.72	42057	2.82
Mitsubishi	16904	1.11	8953	.60
Nissan	75160	4.93	69372	4.65
Subaru	990	.06	972	.07
Suzuki	25955	1.70	10152	.68
Toyota	107142	7.02	124047	8.32
Volkswagen	2802	.18	3557	.24
Others	104	.01	-	-
Total Other Import Trucks	302123	19.81	288570	19.36
GRAND TOTAL ALL IMPORT TRUCKS	331188	21.71	312996	21.00

UNITED STATES SUMMARY — COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY, DUPLICATE SUBSCRIBERS FROM EXTERNAL USE. TO SALE, REPRODUCTION OR DISTRIBUTION PROHIBITED.

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10828234	3509328
*1978	10984104	3883340
*1979	10358695	3472209
*1980	8780937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924188	2976558
(1)1984	10128729	4048989
1985	10988608	4875102
1986	11139842	4901021

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R.1-87

(1) REVISED 10/85

APRIL 1987 ISSUED 06/87

New Truck Buyers rate Mail Brochures as more helpful than Automotive Ads in:

TELEVISION—BY 70%

RADIO—BY 70%

MAGAZINES—BY 63%

NEWSPAPERS—BY 65%

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